

A woman with long dark hair and glasses is smiling while talking on a mobile phone. She is wearing a dark leather jacket over a turtleneck. In the background, a laptop is open on a desk, and the scene is dimly lit with a blue tint.

eBook #2

Building a Marketing Mix with Ultimate Reach

Understanding how direct mail can
power up your marketing mix

DOES YOUR MARKETING MIX SET YOU UP FOR MAXIMUM SUCCESS?

When consumer marketers develop their marketing mix strategies, they often focus on consumer profile aspects like age, gender, education, location, and income when building targeting profiles. However, marketers often equate innovative targeting strategies with moving toward digital channels and, consequently, investing less in print advertising and potentially creating a non-optimal marketing mix.



Based on over 30 years of analysis of consumers across all geographies, the expert analysts at Mspark have identified which marketing channels appeal to consumers who live in major metropolitan areas and those who live outside them. While digital advertising influence is on the rise, print is still highly influential in every target sector, and especially for the 46% of the population that lives outside of metropolitan areas. In order to successfully capture all potential consumers, marketers need to understand these differences and tune their marketing mix strategies accordingly.

In this three-part eBook series we look at common targeting mistakes and offer best practices, delve into often missed marketing mix components, and share advice from experts on key implementation concerns.

IN THIS 3-PART EBOOK WE WILL DISCUSS:



Marketing Influence



Powering Your Marketing Mix



Shared Mail Strategy

DIRECT MAIL ISN'T DEAD

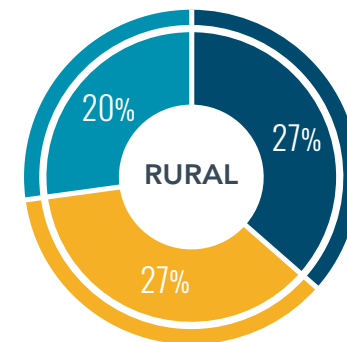
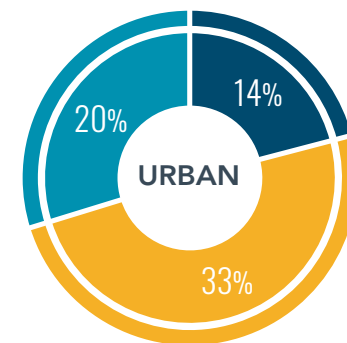
Since print is still alive and well and should be a thoughtful part of a successful marketing mix, what do you mail? When? How often? There are several types of print advertising options, ranging from postcards, to newspaper inserts, to shared mail, and many considerations related to campaign strategy.



Much of your print strategy will be influenced by the demographics and preferences of the target populations you are trying to reach. For example, rural consumers express a stronger preference for promotions delivered by mail, and especially shared mail packets where many different coupons and offers are found in one place. On the other hand, urban consumers have a preference for smaller, more visual pieces like postcards.

PREFERRED PRINT VEHICLES

Source: Prosper Consumer Insights



- Shared Mail
- Postcard/Envelope
- Newspaper Inserts

UNDERSTANDING SHARED DIRECT MAIL

Since direct mail has such a powerful influence, particularly on buying behaviors of those with lagging levels of digital connectivity, **we want to focus on a specific type of direct mail that continues to deliver the greatest levels of ROI** but is less well understood by many marketers – shared mail.

WHAT IS SHARED MAIL?

Shared mail is a type of direct mail that allows multiple advertisers to share the cost of mailing by combining their ads into one package. The cost of advertising in a shared mail package can be as low as pennies per household. This means advertisers have a cost-effective and efficient way to deliver their message.

Shared mail can still be highly targeted and personalized, even down to the carrier route and household level, which makes it a great tool for retention and expansion of existing customers.



SHARED DIRECT MAIL RESPONSE RATES INCREASE 76%

when you use your own data to create a mailing profile as opposed to using prospect list data only.



HOW DO I CHOOSE A SHARED MAIL PRODUCT?

As with all types of marketing, different shared mail options are often better suited to different business goals. The Mspark analytics team will dig into your specific objectives and targets and help you formulate the best mix. It may include:

WRAP

A cost-effective way to advertise to multiple locations, increase visibility, decrease influence of competitor marketing, and saturate large markets with aggressive offers.



IMPACT POSTCARD

Generates awareness for grand openings and events, rewards customers with highly personalized offers, blunts competitive messaging, and builds brand awareness.



TARGETED PRINT & MAIL

Gives lots of customizable options to make it a cost-effective part of a direct mail campaign, increases brand visibility, and provides increased opportunities for mailing.



ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988.

Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team prides itself on being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.



CONTACT US NOW

to explore how you can add shared mail to your marketing mix today:



1-855-209-8881

